

VIRGINIA MAIN STREET 2014 SUMMER TOOLKIT



Building your community powered by Floricane 

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Who am I?

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What happens on Main Street?

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Floricane 

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creativity

collaboration

connections

conversations

community

co-working

commerce

PLENTY!

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Floricané 

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COMMUNITY and ...

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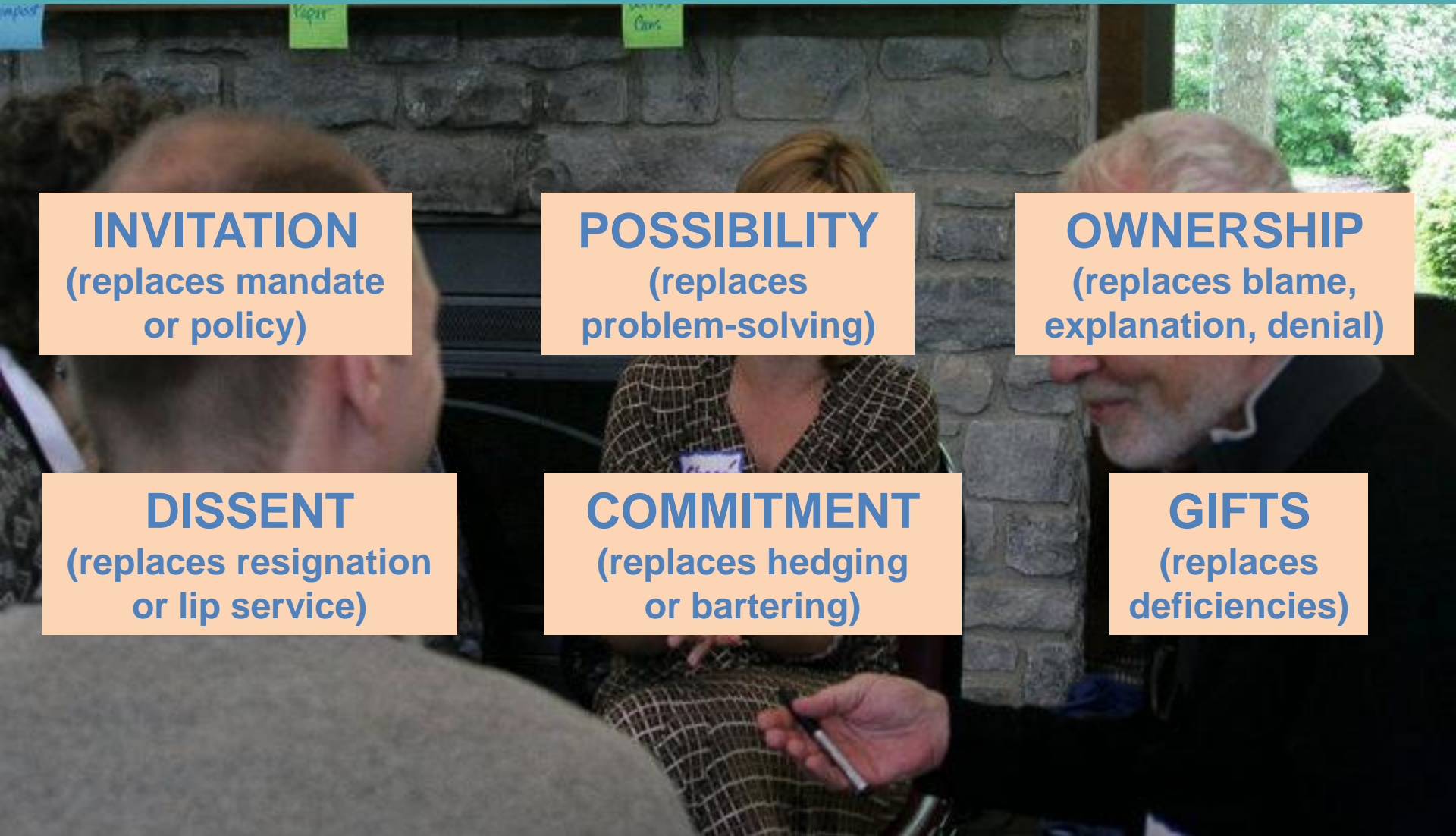
... CONVERSATION



***The conversation
is
the change***

Meet Peter Block

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INVITATION

(replaces mandate
or policy)

POSSIBILITY

(replaces
problem-solving)

OWNERSHIP

(replaces blame,
explanation, denial)

DISSENT

(replaces resignation
or lip service)

COMMITMENT

(replaces hedging
or bartering)

GIFTS

(replaces
deficiencies)

6 Conversations That Matter

powered by



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Action is a conversation

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Shop Class RVA

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Tilted RVA

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Science Pub RVA

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Coworking Communities

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Business Acceleration

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Street Art

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Business After Hours

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Artisan Businesses

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Downtown Dining Alliance

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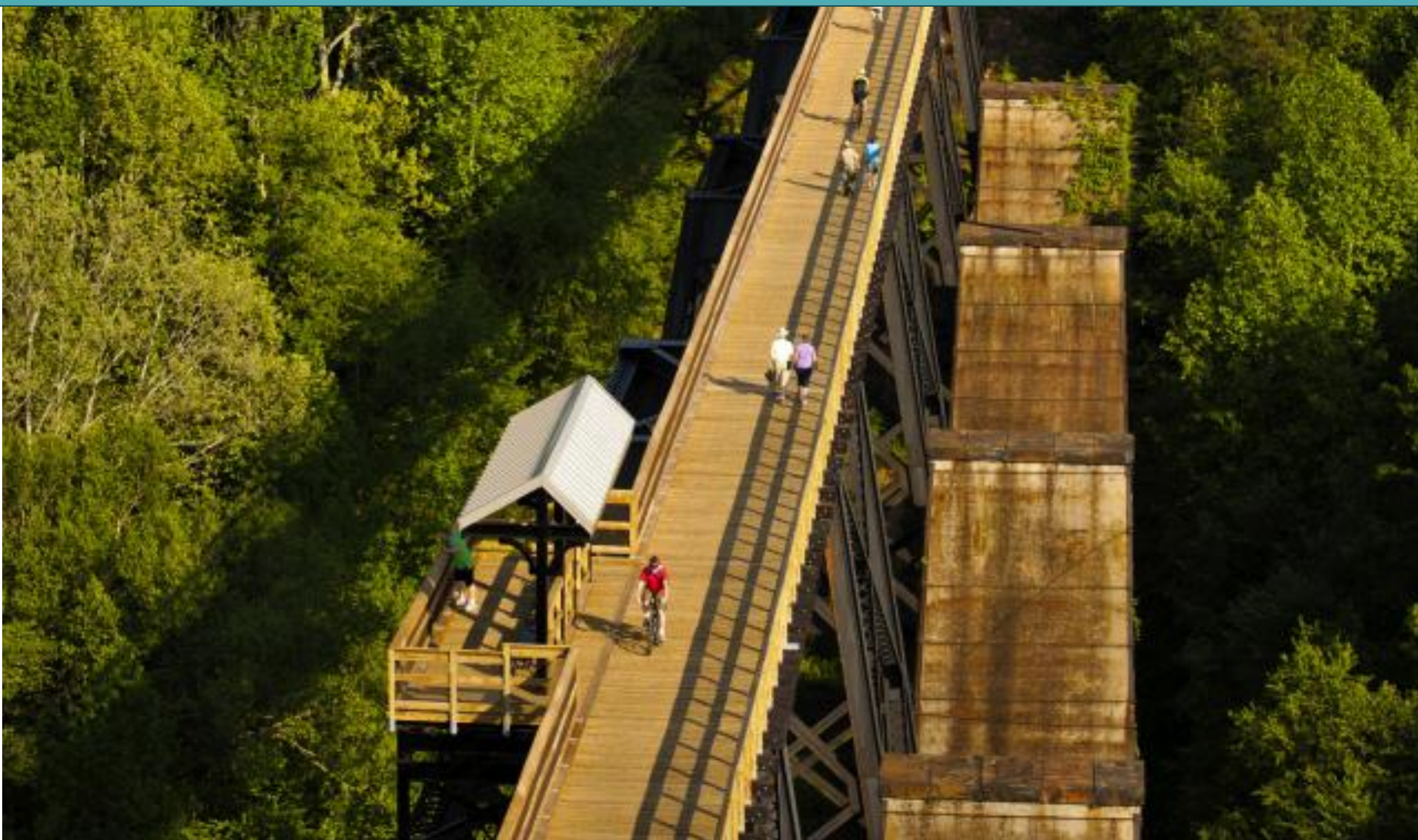
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Crowdfunding

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Taking It Home!